nickelodeon

MAX & the Midknights

LAUNCH KIT

SYNOPSIS

Once upon a…you know what? This isn't your average story…it's way better! Max & the Midknights follows a girl named Max, who dreams of becoming a knight and embarks on an epic and fantastical adventure with her misfit group of friends.

After the evil King Gastley steals the throne and claims power over the kingdom of Byjovia, Max has no choice but to come to the rescue. Remember, it's the middle of the Middle Ages, and she's a girl who has no chance of becoming a knight, but do you think that will stop her? Max knows this quest will not be easy, but with her friends and her Uncle Budrick at her side combined with her courageous spirit, she won't back down.

Complete with dragons, magic, sword fights, and a talking goose - this is one medieval tale you joust – ahem – just can't miss.

MAX

Max might be the bravest kid in all the Middle Ages. Though she spends her days living a simple life, journeying from kingdom to kingdom with her Uncle Budrick, she yearns for adventure and dreams of becoming a knight more than anything. Unfortunately, being a girl during Medieval Times means not many drawbridges are opening for her. However, when her Uncle Budrick is captured, and the kingdom of Byjovia becomes overruled by an evil king, Max embarks on the quest to lead her new friends on an epic adventure that is sure to test them at every turn. Good thing she's up for the challenge!

SIMON

Simon is Max's confidant who she can turn to when things get tough. Like Max, he's an orphan who longs for family and purpose. He is sensitive, gentle, and sometimes a bit sarcastic. He cares deeply for people (especially Millie, who he thinks of like a sister), and he's an excellent listener and advisor for Max. Simon loves animals (especially his sheep, Doris) and discovers he's quite the animal whisperer, and by that, we mean he finds out he can actually talk to animals! This new skill may come in very handy if the group should encounter, say, a ferocious fire-breathing dragon.

MILLIE

Millie is an orphan who mostly grew up on the streets with Simon by her side. Despite her tough upbringing, she is fun, kooky, and oblivious to danger. Nothing can get her down as she always sees the moat as half full, but she does have a bit of a dark side, gravitating to things like skulls and sharp, pointy axes. Basically, Millie is an agent of chaos, and you never know what weird thing she might do in any given situation!

KEVYN

Kevyn is not like other kids in Byjovia. He loves to read and dreams of becoming a librarian. Despite feeling out of place, his recruitment into the Midknights changes everything. His knowledge is essential to the group, and he appoints himself as their autobiographer and documents all their adventures. As his tales of the team's heroism begin to spread to the people of Byjovia, so do thoughts of hope and acts of defiance against the evil king!

UNCLE BUDRICK

Uncle Budrick is a traveling troubadour singing songs of heroic knights to anyone who will listen. Unfortunately, not a lot of people want to listen (he's not very good!). But he loves what he does so much that he even abandoned the chance to be a knight to pursue his dreams. Max cannot fathom giving up the chance to be a knight, but she cares for him very much and will do anything to protect him – which recently, he's quite the silly goose and needs a lot of protection.

MUMBLIN
THE WIZARD

Mumblin used to be the Royal Sorcerer to King Conrad, but ever since Gastley took over the throne and outlawed magic, he's been spending his days in a retirement home for wizards... Until he's summoned by Max & the Midknights, who need his help. At first, he is reluctant to get involved, but ends up joining the fight against King Gastley. Although his magic is quite rusty, he's still got some tricks up those billowy sleeves!

SIR GADABOUT

Sir Gadabout was once a brave knight, but ever since a sorceress cursed him and stole his courage, he's been frightened of just about everything. Although he's nothing like the valiant knights Max has heard about, she still looks to him for guidance. And who knows? Maybe she'll even help him get his courage back.

KING CONRAD THE KIND

King Conrad was a good king who cared for his people. Well, that was the case until his sinister brother conspired against him and stole his throne...typical sibling rivalry stuff, right? Yikes. Now, King Conrad is missing, and it's up to Max & the Midknights to find him and get him back on the throne.

BRUCE
THE DRAGON

Bruce is just like a stubborn and obstinate terrier – if that terrier was huge, had wings, and breathed fire. It takes some work to get on Bruce's good side, but once you get there, he can be a loyal and devoted friend. Plus, under that scaly, rough exterior, he can be a real softy.

NOLAN & ALICE

Nolan and Alice are Kevyn's loving parents, and they take in Max, Millie, and Simon as their own. They encourage the kids to pursue their goals and help them on their quest whenever possible. They might just be the coolest parents in the Middle Ages.

KING
GASTLEY

You can probably tell by his name, but Gastley is terrible. He's cunning, evil, and spits when he talks. Ew. He is obsessed with power and will stop at absolutely nothing to get it. That even includes stealing the throne from his trusting brother. Gastley also hates children, so that will make it extra fun when he realizes Max & the Midknights are coming to dethrone him.

FENDRA

Fendra is extremely powerful. She's also pure evil. This is a really, really bad combination. She wants nothing more than to be the most feared sorceress in the world. She teams up with King Gastley to gain control over the whole kingdom. And she may be plotting something even bigger and more sinister...

BEAN & BARLEY

Bean and Barley are two of King Gastley's Royal Guards. They try their best to serve the king, but they aren't the sharpest swords in the castle. They take themselves (and their jobs) very seriously, but their bickering and blunders keep getting in the way.

LAUNCH KIT
LOGO

PRIMARY LOGO

Pixel-Based Logo: CMYK
File available on central.paramount.com
MATM_Logo_CMYK_EA_001.psd

Black

White

SIMPLIFIED 1-COLOR LOGO

Black

White

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MAXM_LOGO

LAUNCH KIT
LOGO

SECONDARY LOGO

Pixel-Based Logo: CMYK File available on central.paramount.com MATM_Logo_CMYK_EA_002.psd	Black	White

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MAXM_LOGO

FERRYMAN EXTRABOLD

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Albertus Nova Light

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LAUNCH KIT
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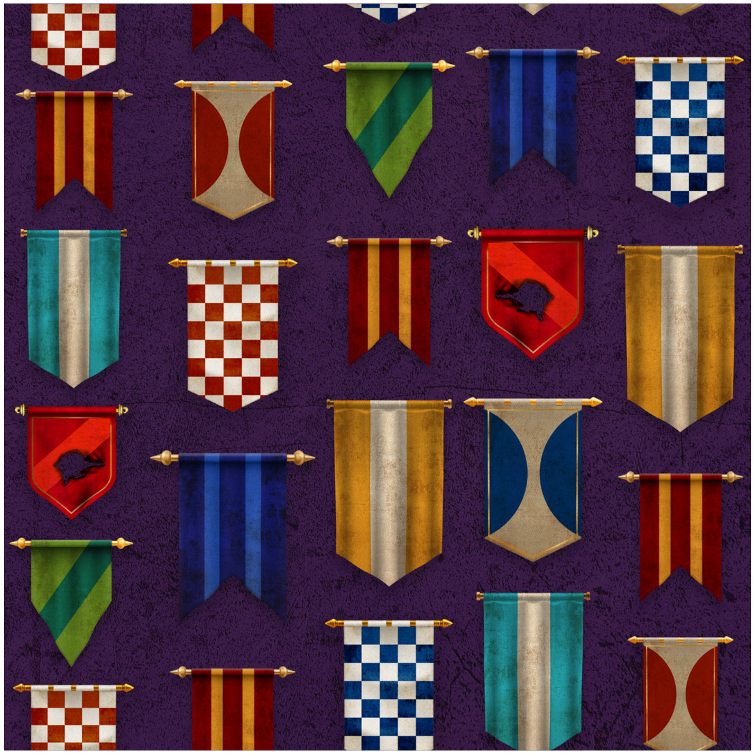
LAUNCH KIT

PATTERNS



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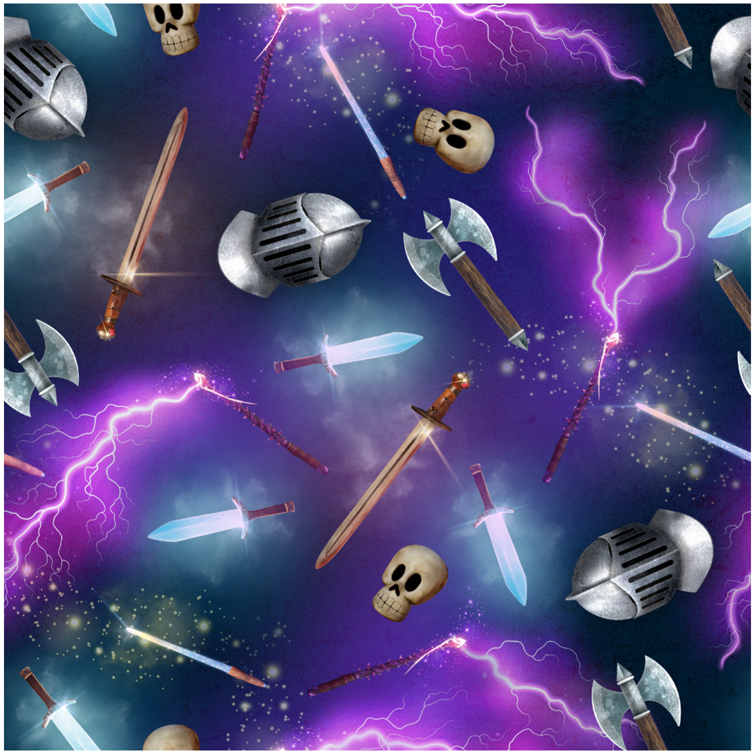

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LAUNCH KIT

CHARACTER ART

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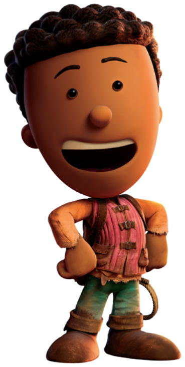
LAUNCH KIT
CHARACTER ART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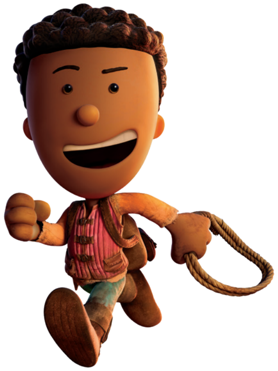
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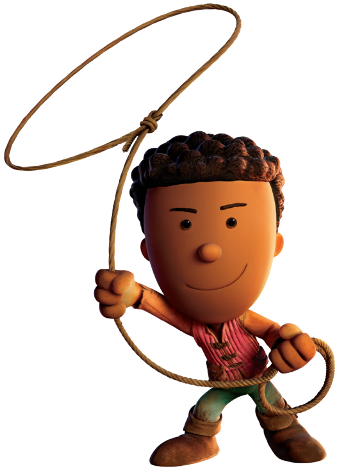
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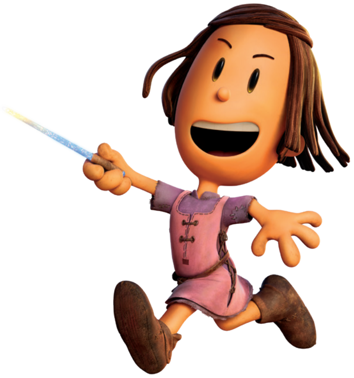
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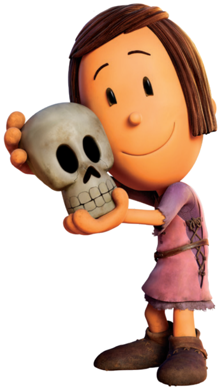
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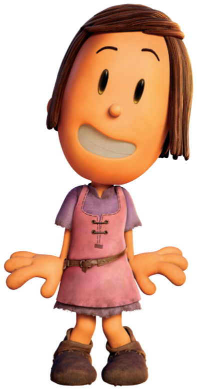
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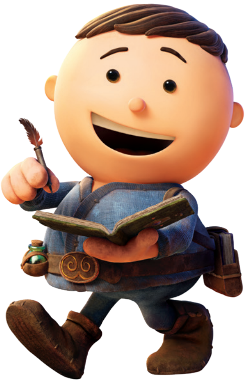
CHARACTER ART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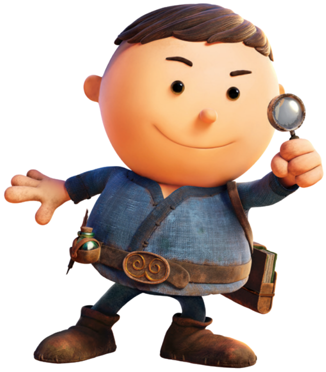
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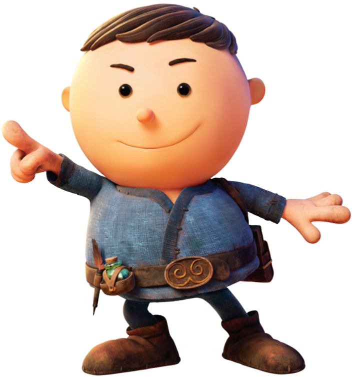
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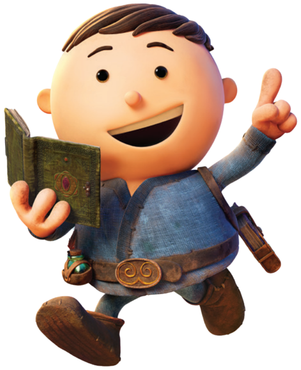
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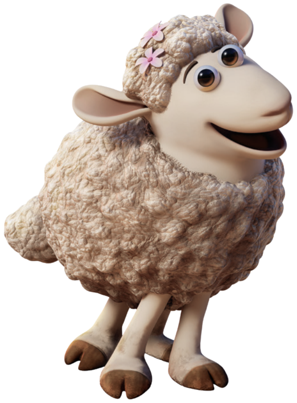
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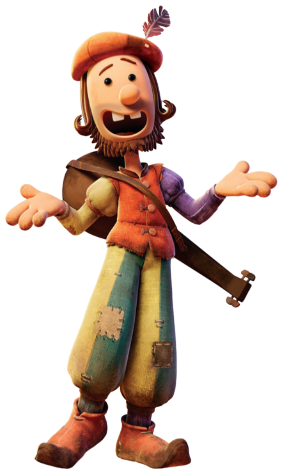
LAUNCH KIT
CHARACTER ART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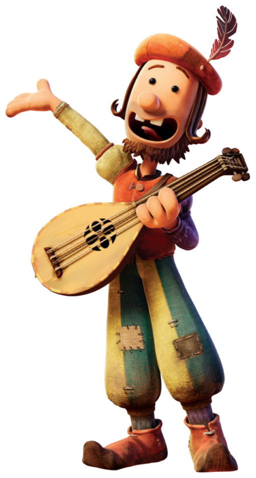
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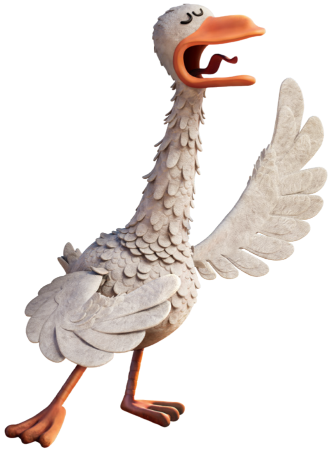
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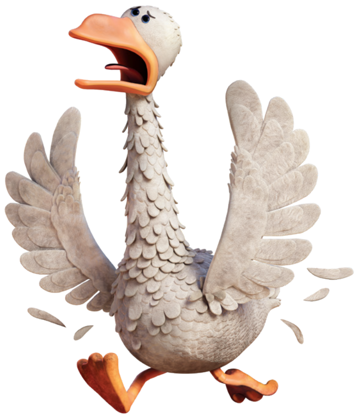
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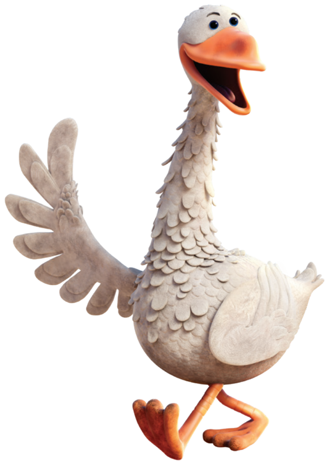
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MAX & the Midknights

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CHARACTER ART

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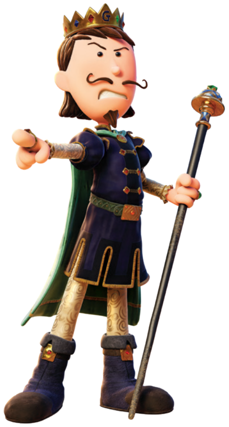
LAUNCH KIT

CHARACTER ART



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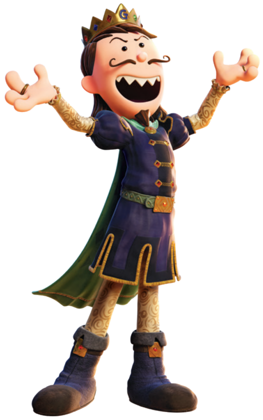

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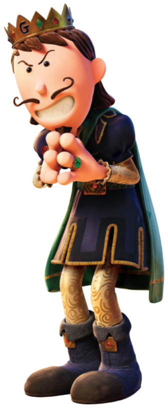

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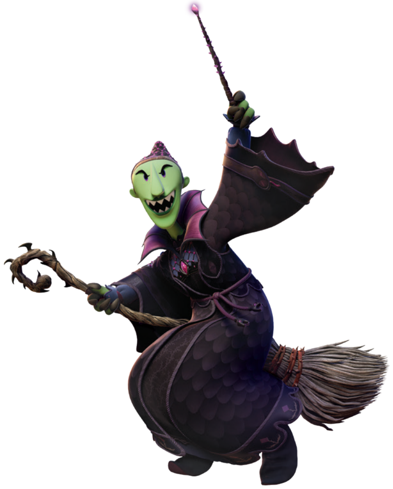

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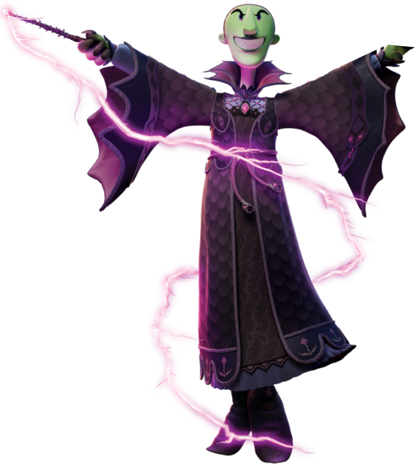

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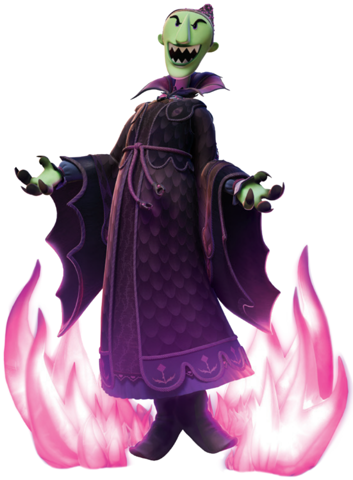

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LAUNCH KIT

CHARACTER ART

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LAUNCH KIT
CHARACTER ART

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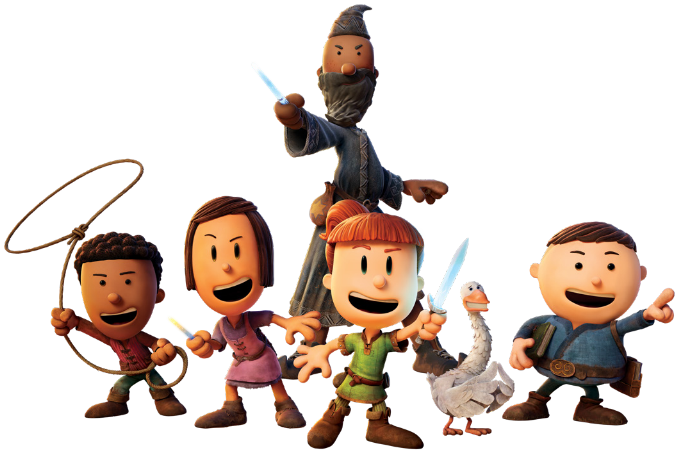
CHARACTER ART



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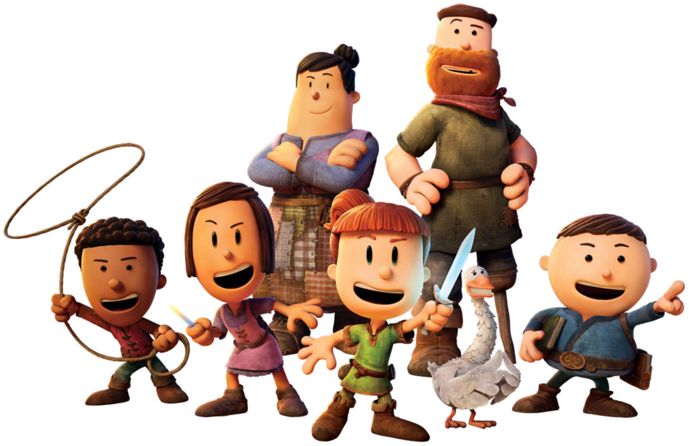

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LAUNCH KIT
CHARACTER ART

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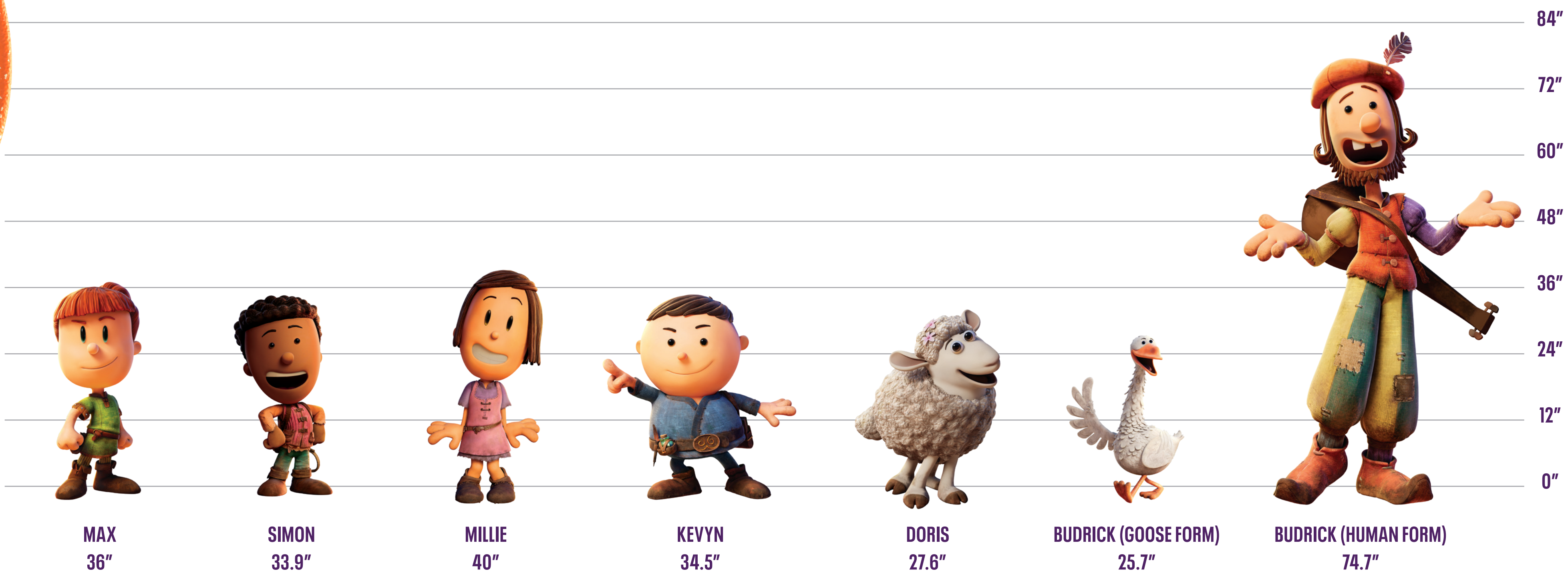
MAX & the Midknights

LAUNCH KIT
SIZE CHART



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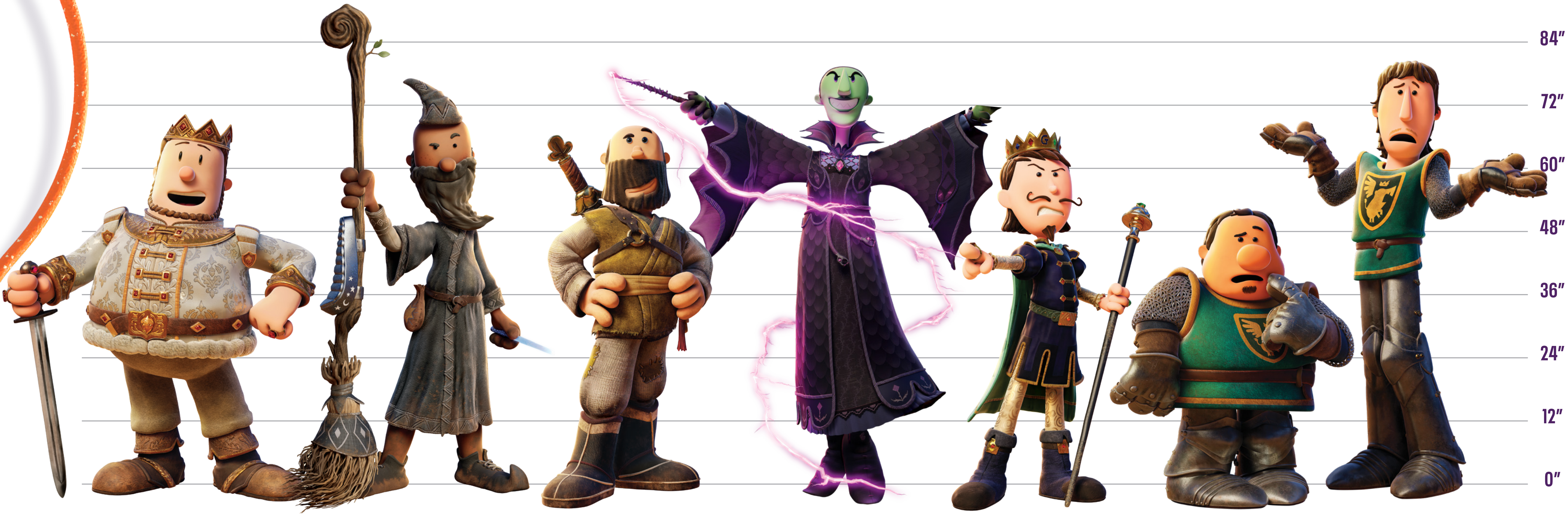
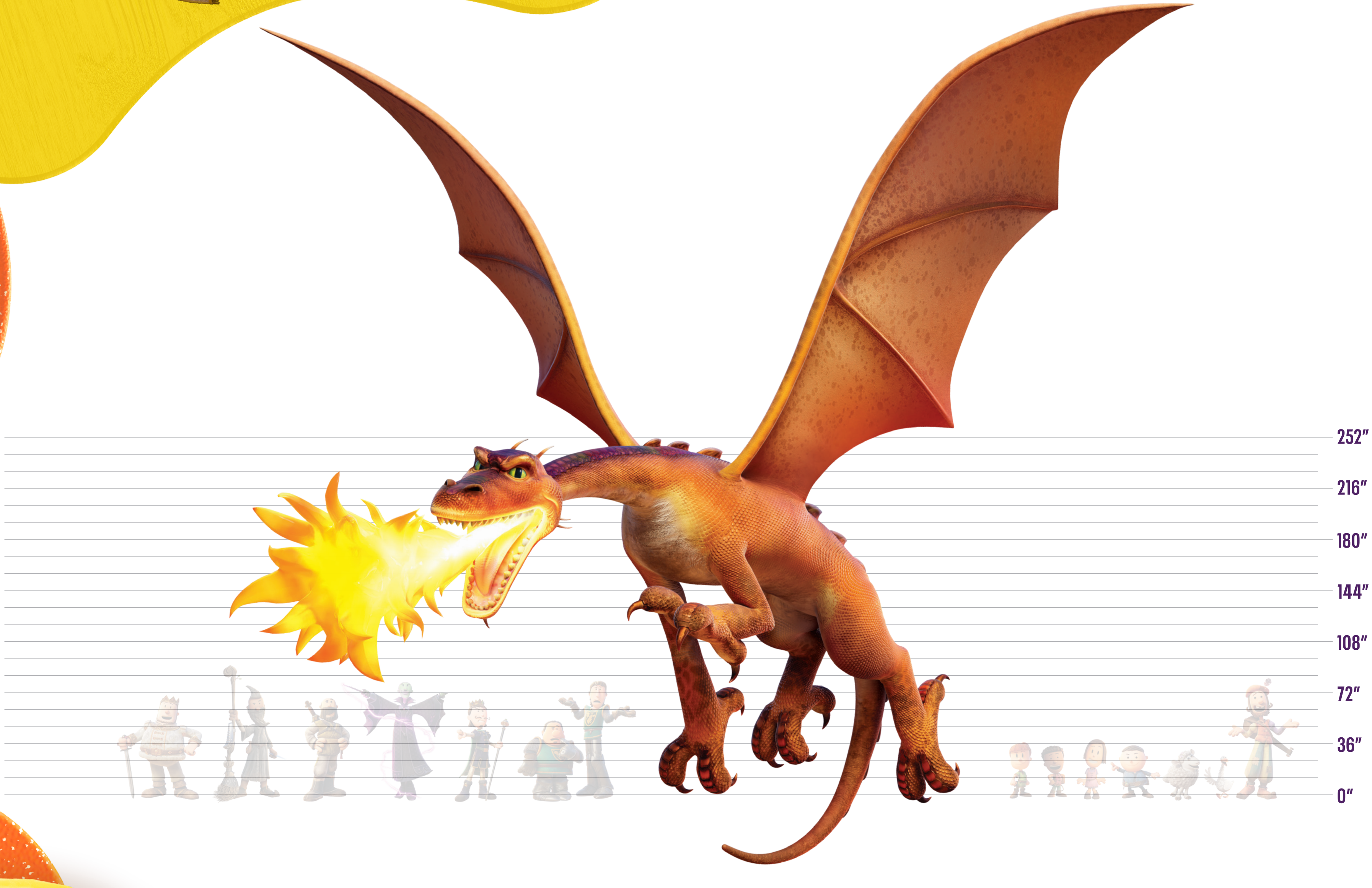


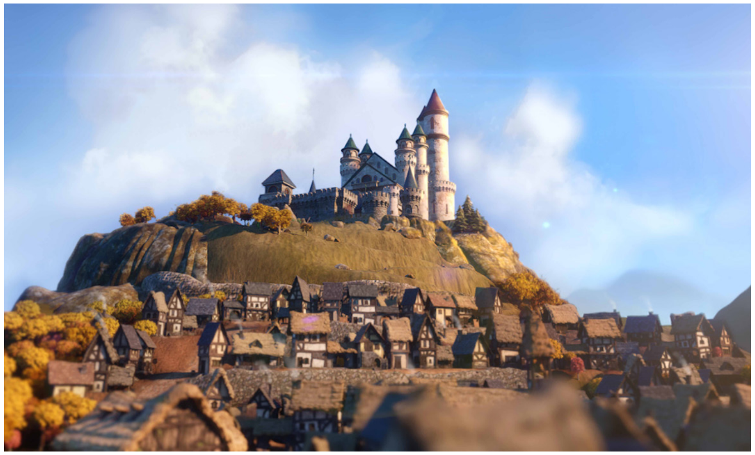
KING CONRAD	70.7″
MUMBLIN	73.6″
SIR GADABOUT	67″
FENDRA	77.3″
GASTLEY	69″
BARLEY	52.7″
BEAN	83″

LAUNCH KIT
SIZE CHART



BRUCE (HORIZONTAL)
245″

LAUNCH KIT
SHOW BACKGROUNDS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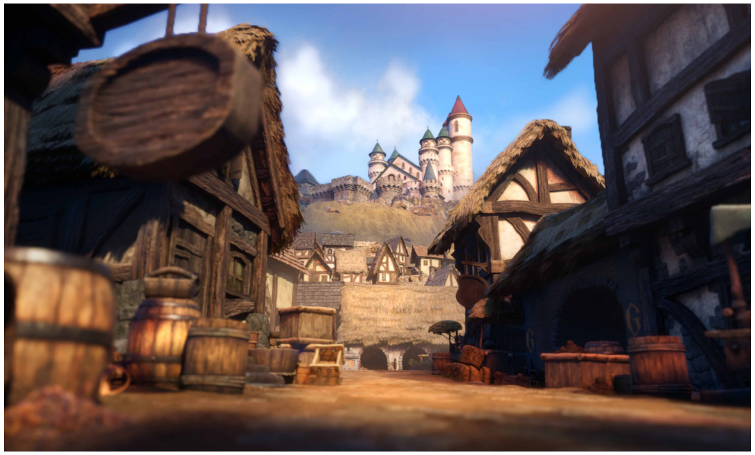
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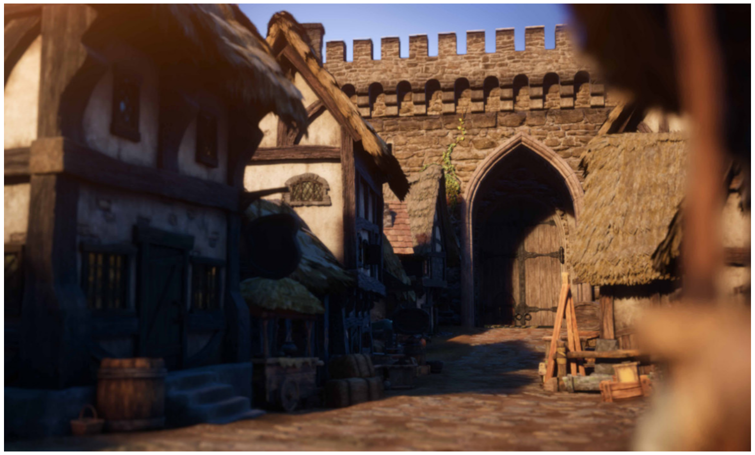
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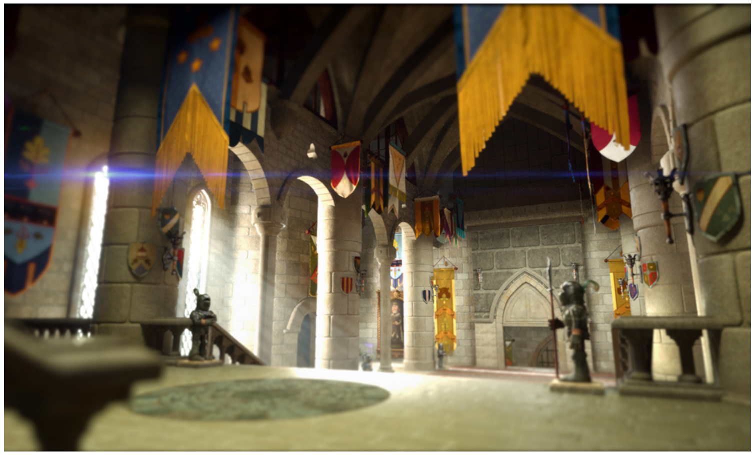
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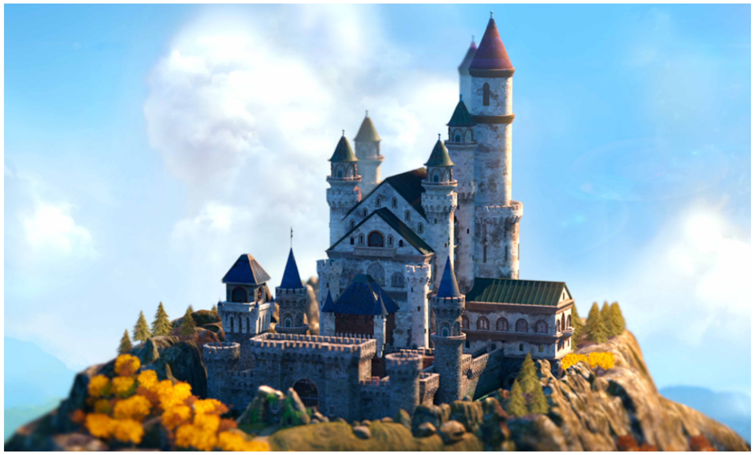

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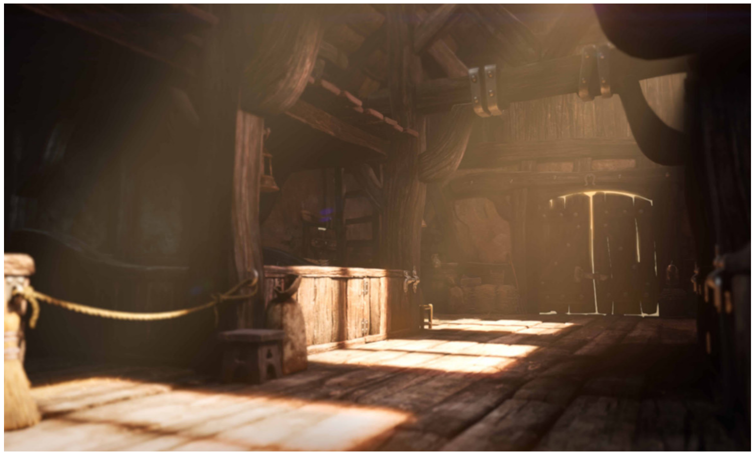

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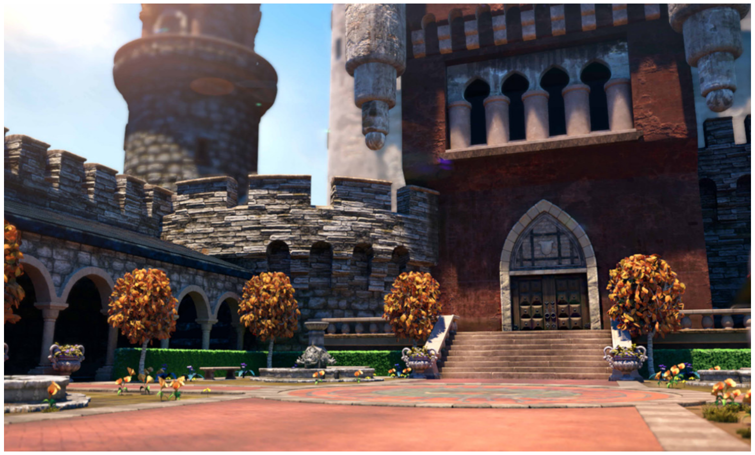

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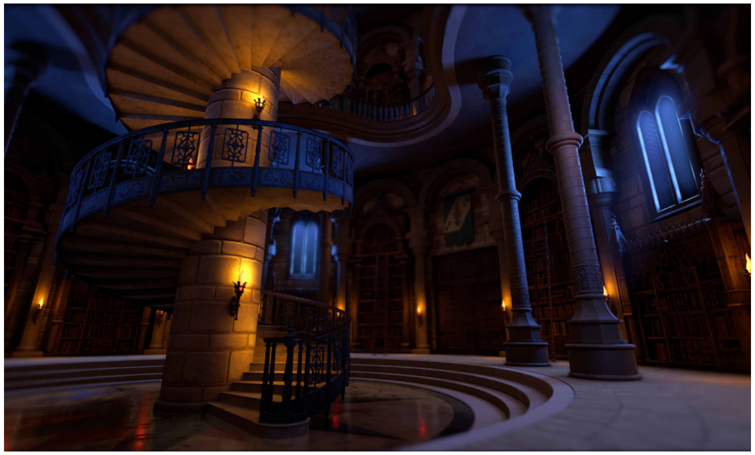

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LAUNCH KIT

SHOW BACKGROUNDS

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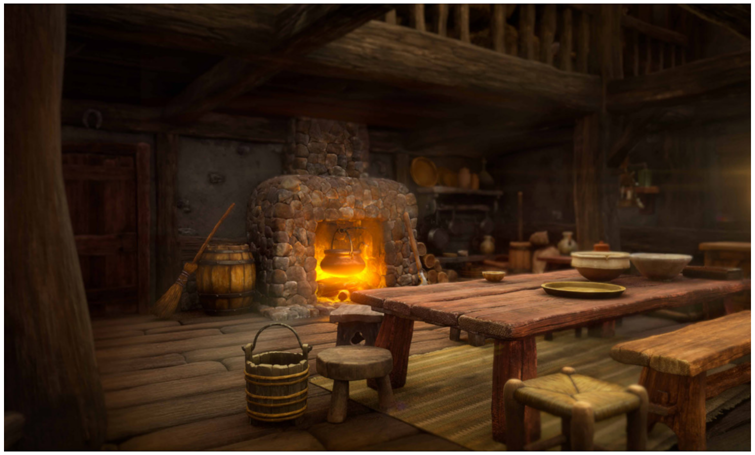
LAUNCH KIT

SHOW BACKGROUNDS



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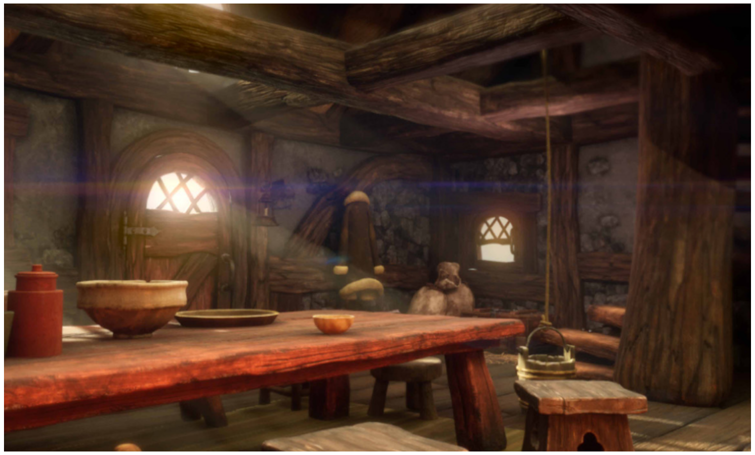

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LAUNCH KIT
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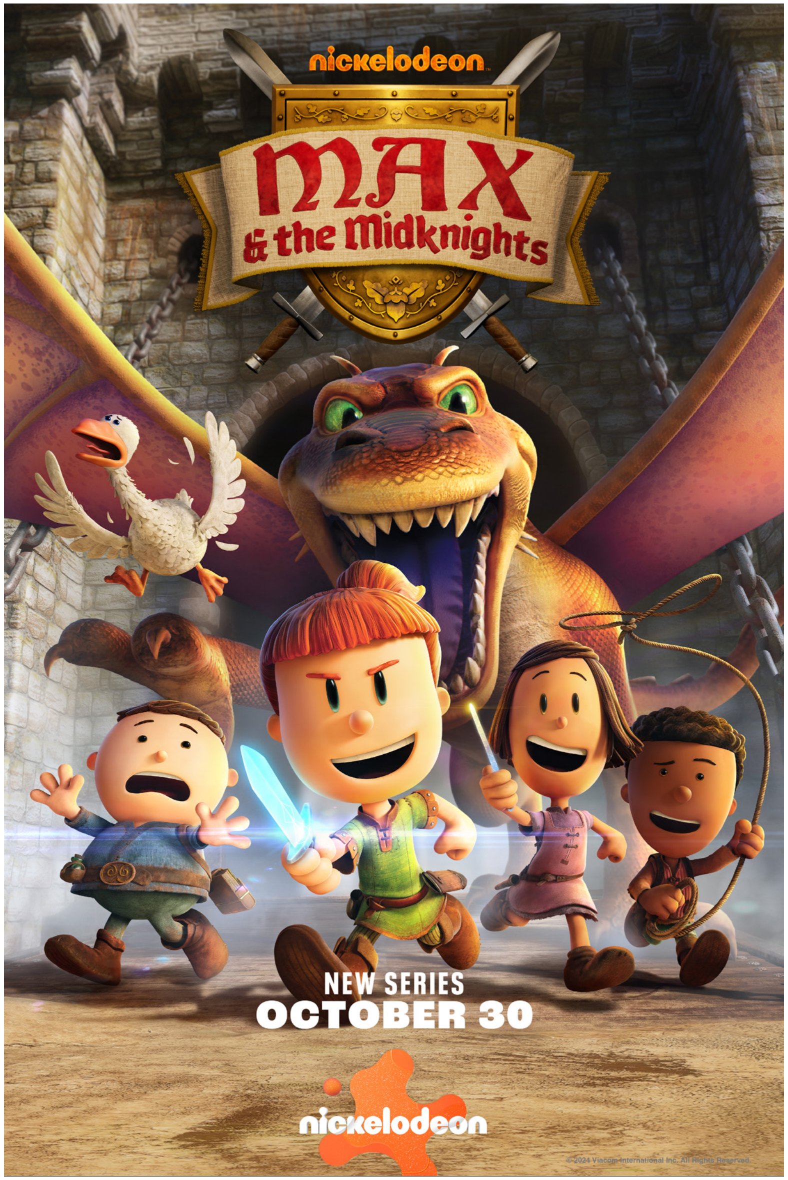
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MAX
& the Midknights
NEW SERIES
OCTOBER 30
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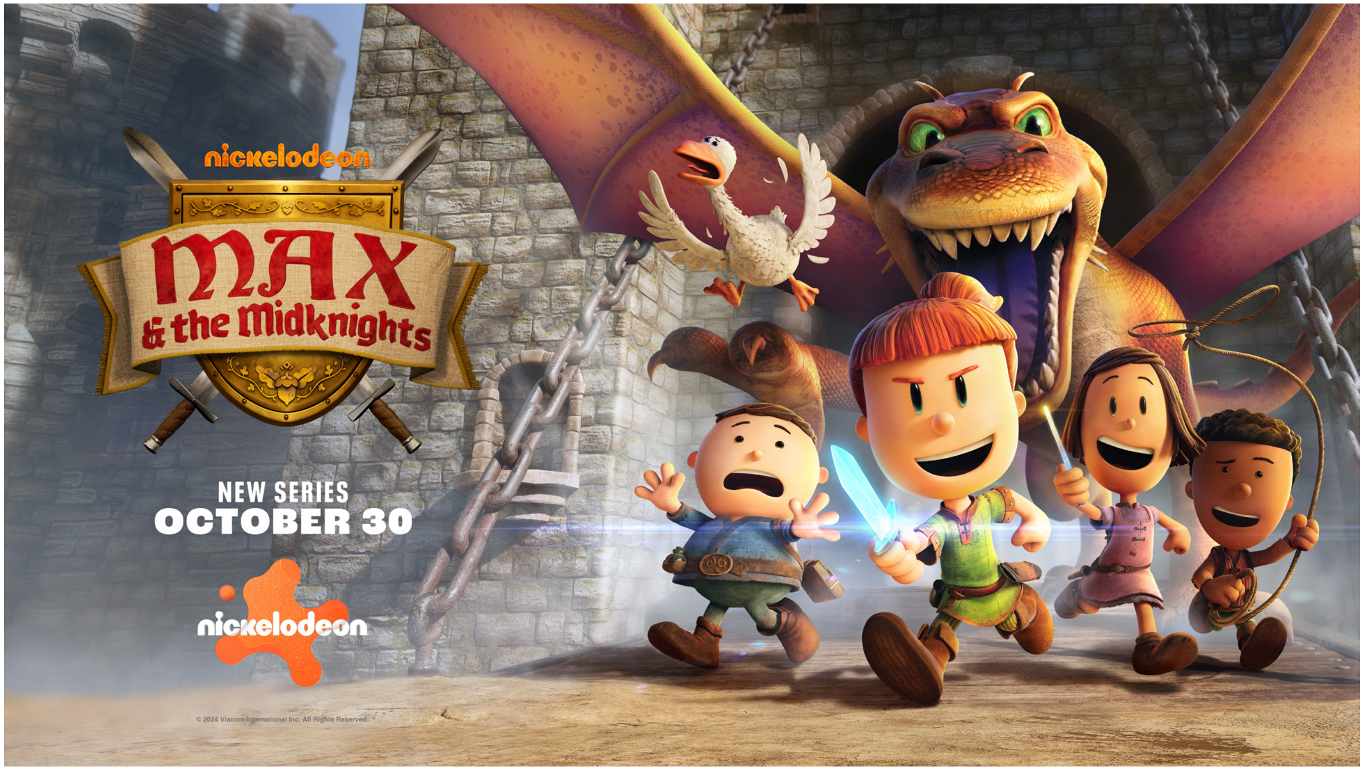
MAXM_S1_KA_001_VERT

LAUNCH KIT

KEY ART - HORIZONTAL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MAXM_S1_KA_001_HORZ

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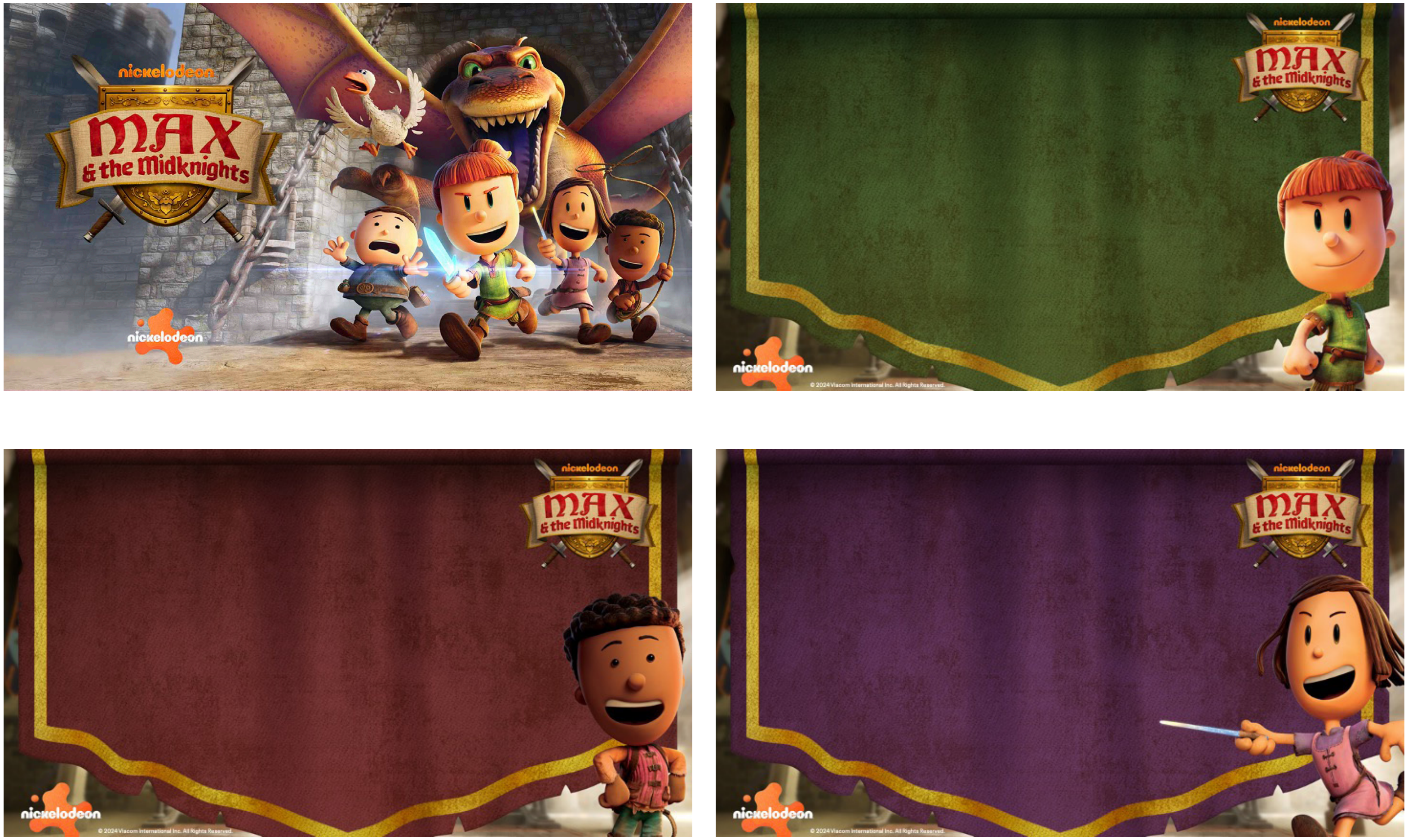
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